5 pgs.

RJ Reynolds

Tobacco Company

Bruce A. Cook
National Manager-Trade Issues

Winston-Salem, N.C. 27102
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February 21, 1997

Mr. D. L. Wilmesher
P.O. Box 2959
Winston-Salem, N.C. 27102

Dear Dave:

Robert Ridge sent me this program that he is using in New Hampshire. Recently, I and some other members in Public Issues became involved in the tax issues in N.H. Robert's division was ahead of the curve when we needed to put an action plan together, especially in regards to the grassroots efforts that required a quick turn around - it was basically done. I met with lobbyists and with association leaders to put together some plans for testimony at the State House, and press conferences that would present the retailers interests. Thanks to the Nashua Division's foresight, we were able to move faster than we had anticipated.

I thought you might want to look at his program and share it with others, if you felt that this was appropriate.

Thank you.

Sincerely,

Bruce

Bruce A. Cook

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